

DEPARTMENT OF SOCIAL SERVICES

744 P Street, Sacramento, CA 95814  
(916) 322-3778



February 26, 1981

ALL-COUNTY INFORMATION NOTICE I- 19-81

TO: ALL COUNTY WELFARE DIRECTORS  
ALL PUBLIC AND PRIVATE ADOPTION AGENCIES

SUBJECT: TELEVISION AND RADIO RECRUITMENT CAMPAIGN

REFERENCE:

This letter is to inform you of a statewide effort designed to recruit adoptive families, particularly for minority and older children. This effort is being initiated by the Adoption Resource Center for Region 9 (ARC-9), a federally funded regional project, having as its goal the elimination of barriers to adoption.

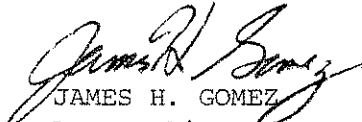
The department is acutely aware of a statewide need to recruit and study families for California's children who need the security and permanency of adoption. Current statistical data compiled from children registered with the Adoption Resource and Referral Center (ARRC) identifies more than two-thirds of these children as having a minority background, primarily Black, or being over seven years of age. A major departmental priority is to place these waiting children with adoptive families.

With this goal in mind, I am asking for your cooperation and participation with this program being planned for California and simultaneously for Region 9. The Public Service Announcement Committee for ARC-9 is composed of persons representing both local public and private adoption agencies; the North American Council on Adoptable Children, Inc., the Adoption Resource Center for Region 9, and this department, and is supported by the California Association of Adoption Agencies and the California Welfare Directors Association. This Committee is developing a coordinated recruitment campaign. Plans are to utilize realistic but professionally developed television and radio public service announcements which accurately describe waiting children. Numerous inquiries can be anticipated. The key to an effective recruitment program, however, is the adequacy of its response system. The ability of agencies to respond to persons inquiring and to study appropriate families quickly determines the extent to which our special needs children can be placed with adoptive families.

In the near future, you will receive correspondence from the Public Service Announcement Committee. This letter will describe the planned media campaign in greater detail and include a questionnaire for your response. If you need any further information, please call Claire Tipton at (916) 920-6925.

Thank you for your assistance and cooperation concerning this vital program.

Sincerely,



JAMES H. GOMEZ  
Deputy Director

cc: CWDA